

ABSTRACT OF THE DISCLOSURE

An electronic program guide display apparatus and method are provided. The electronic program guide display apparatus includes: a program information receiving unit which receives program information about electronic program guide organization programs from a broadcast station; a program information database which stores the received program information; a mode information input unit which receives mode information from a user; a day information input unit which receives day information from a user; a program cell display unit which extracts program information corresponding to a mode which the mode information indicates and a day which the day information indicates, from the program information in the database, and displays the extracted program information as cells having a uniform format, regardless of a predetermined characteristic of the program information. According to the electronic program guide display apparatus and method, it is possible for a viewer to see at a glance a program cell, thereby improving readability of program information.